

**Amendments to the Claims:**

1 - 21. (canceled)

22. (currently amended) A device for magnetically transferring indicia to a wet coating composition applied to a substrate, said wet coating composition comprising at least one type of magnetic or magnetizable particles, and said device comprising a body of permanent-magnetic material, the body of permanent-magnetic material being permanently magnetized in a direction substantially perpendicular to a surface of said body of permanent-magnetic material, wherein

the surface of said body of permanent-magnetic material carries the indicia in the form of engravings, causing perturbations of its magnetic field, and

said body of permanent-magnetic material is either a flat plate or a cylindrically curved plate.

23. (previously presented) The device according to claim 22, wherein said indicia is a design or an image.

24. (previously presented) The device according to claim 22, wherein said substrate is a sheet or a web.

25. (previously presented) The device according to claim 22, wherein said body of permanent-magnetic material is mounted on a rotatable cylinder on a printing machine.

26. (currently amended) The device according to claim 22, wherein the body of permanent-magnetic material is a polymer-bonded composite which comprises a macromolecular polymer and a permanent-magnetic powder, said permanent-magnetic powder being selected from the group of magnetic materials consisting of cobalt, iron, and their alloys, chromium dioxide, magnetic oxide spinels, magnetic garnets,

magnetic ferrites including magnetic hexaferrites, alnico alloys, samarium-cobalt alloys, and ~~rare-earth-ironboron~~ rare-earth-iron-boron alloys.

27. (previously presented) The device according to claim 22, wherein said body of permanent-magnetic material is mounted on a support.

28. (previously presented) The device according to claim 22, wherein said surface of said body of permanent-magnetic material carrying the indicia in the form of engravings is covered with a non-magnetic material.

29. (previously presented) The device according to claim 28, wherein said non-magnetic material fills up said engravings in said body.

30. (previously presented) The device according to claim 22, wherein said engravings in said body of permanent-magnetic material are filled up with a magnetic material.

31. (previously presented) The device according to claim 22, wherein said surface of said body of permanent-magnetic material carrying the indicia in the form of engravings is surface-treated, enabling a reduction of friction resistance and/or wear.

32. (currently amended) A method for magnetically transferring predeterminable indicia onto a printed document, comprising the steps of

a) applying a layer of an ink or a coating composition to at least a part of a first surface of a sheet or web, said ink or coating composition comprising at least one type of magnetic or magnetizable particles;

b) exposing the ~~coated~~ sheet or web of step a), while the ~~applied~~ ink or coating composition is wet, to the magnetic field at the surface of a body of permanent-magnetic material, said body of permanent-magnetic material being either a flat plate, or a cylindrically curved plate, and said surface of said body of permanent-magnetic

material is carrying the predeterminable indicia in the form of engravings, thereby allowing the said magnetic or magnetizable particles to orient in the said magnetic field; and

c) hardening the ink or coating composition, thereby irreversibly fixing the orientation of ~~the oriented magnetic particles~~ said magnetic or magnetizable particles of step b);

wherein the body of permanent-magnetic material is permanently magnetized in a direction substantially perpendicular to ~~the said indicia-carrying~~ surface of said body of permanent-magnetic material and said ~~engraved~~ predeterminable indicia in said surface cause perturbations of said magnetic field.

33. (currently amended) The method according to claim 32, wherein said predeterminable indicia is a design or an image.

34. (currently amended) The ~~device~~ method according to claim 32, wherein said body is mounted on a rotatable cylinder on a printing machine.

35. (currently amended) The method according to claim 32, wherein a second surface of the said sheet or web, opposite to ~~the said imprinted or coated~~ first surface, is exposed to the said magnetic field of the ~~indicia-carrying~~ surface of the body of ~~magnetized~~ permanentmagnetic material.

36. (currently amended) The method according to claim 32, wherein ~~the~~ said body of permanent-magnetic material is a polymer-bonded composite which comprises a macromolecular polymer and a ~~permanentmagnetic~~ permanent-magnetic powder, wherein the ~~magnetic~~ permanent-magnetic powder is selected from the group of magnetic materials consisting of cobalt, iron, and their alloys, chromium dioxide, magnetic oxide spinels, magnetic garnets, magnetic ferrites including magnetic hexaferrites, alnico alloys, samarium-cobalt alloys, and rare-earth-iron-boron alloys.

37. (currently amended) The method according to claim 32, wherein ~~the~~ said surface of ~~the said device~~ body of permanent-magnetic material is surface-treated for the reduction of friction resistance and/or wear.

38. (currently amended) The method according to claim 32, wherein ~~the~~ said ~~engraving~~ engravings in ~~the~~ said surface ~~is~~ are filled up with a magnetic or a non-magnetic material.

39. (previously presented) The method according to claim 32, wherein the ink or coating composition is selected from the group of inks consisting of screen-printing inks, gravure inks, and flexographic inks.

40. (currently amended) The method according to claim 32, wherein ~~the~~ said at least one type of magnetic particles is a magnetic optically variable pigment.

41. (currently amended) The method according to claim 32, wherein ~~the~~ said sheet or web is used for the production of a bank note, a value paper, an official document, a tax excise stamp, a label, a foil, a thread or a decal.

42. (currently amended) A method for continuously magnetically transferring, on a printing press, predeterminable indicia onto a printed document, comprising the steps of

a) mounting a ~~thin, plate-like~~ device around a rotatable cylinder, said ~~plate-like~~ device comprising a body of a permanent-magnetic material carrying the predeterminable indicia in the form of engravings at ~~its~~ a surface, such that ~~the~~ said ~~engraved~~ surface is located at ~~the~~ an outer surface of the rotatable cylinder;

b) imprinting at least part of a first surface of a sheet or web with an ink, said ink comprising at least one type of magnetic or magnetizable particles;

c) exposing the ~~imprinted~~ sheet or web of step b), while the ~~printed~~ ink is wet, to ~~the~~ a magnetic field at ~~the~~ said ~~indicia-carrying~~ surface of said body of permanent-magnetic material thereby allowing ~~the~~ said magnetic or magnetizable particles to orient in the said magnetic field; and

d) hardening the ink, thereby irreversibly fixing the orientation of the ~~oriented~~ magnetic or magnetizable particles of step c);

wherein the body of permanent-magnetic material is either a flat plate or a cylindrically curved plate and is permanently magnetized in a direction substantially perpendicular to ~~the~~ said ~~indicia-carrying~~ surface of said body of permanent-magnetic material, and said ~~engraved~~ predeterminable indicia in said surface cause perturbations of said magnetic field.

43. (currently amended) The method according to claim 42, wherein said predeterminable indicia is a design or an image.

44. (currently amended) The method according to claim 42, wherein a second surface of ~~the~~ said sheet or web, opposite to ~~the~~ said ~~imprinted or coated~~ first surface, is exposed to the said magnetic field of the ~~indicia-carrying~~ surface of the body of ~~magnetized~~ permanent-magnetic material.

45. (currently amended) The method according to claim 42, wherein the said body of permanent-magnetic material is a polymer-bonded composite which comprises a macromolecular polymer and a permanent-magnetic powder, wherein the ~~magnetic~~ permanent-magnetic powder is selected from the group of magnetic materials consisting of cobalt, iron, and their alloys, chromium dioxide, magnetic oxide spinels, magnetic garnets, magnetic ferrites including magnetic hexaferrites, alnico alloys, samarium-cobalt alloys, and rare-earth-iron-boron alloys.

46. (currently amended) The method according to claim 42, wherein ~~the~~ said surface of ~~the said device~~ body of permanent-magnetic material is surface treated for the reduction of friction resistance and/or wear.

47. (currently amended) The method according to claim 42, wherein ~~the~~ said ~~engraving~~ engravings in ~~the~~ said surface ~~is~~ are filled up with a magnetic or a non-magnetic material.

48. (previously presented) The method according to claim 42, wherein the ink or coating composition is selected from the group of inks consisting of screen-printing inks, gravure inks, and flexographic inks.

49. (currently amended) The method according to claim 42, wherein ~~the~~ said at least one type of magnetic particles is a magnetic optically variable pigment.

50. (currently amended) The method according to claim 42, wherein ~~the~~ said sheet or web is used for the production of a bank note, a value paper, an official document, a tax excise stamp, a label, a foil, a thread or a decal.

51. (canceled)

52. (currently amended) ~~Printed~~ A printed product, comprising at least one coating layer, said at least one coating layer further comprising at least one type of magnetic optically variable pigment particles, characterized in that indicia are embodied in said at least one coating layer through a selective orientation of said magnetic optically variable pigment particles, as ~~the~~ a result of an exposure of said coating layer to the magnetic field at the surface of ~~[[a]]~~ the device according to claim 22 while said at least one coating layer is wet, followed by hardening said at least one coating layer.

53. (currently amended) ~~Printed~~ The printed product according to claim 52, wherein said product is a bank note, a value paper, an official document, a tax excise stamp, a label, a foil, a thread, or a decal.

54. (currently amended) A method for producing a device according to claim 22, comprising the steps of:

a) providing a device comprising an unmagnetized body of permanent-magnetic material, the unmagnetized body of permanent-magnetic material having at least one flat or cylindrically curved surface;

b) engraving predeterminable indicia into ~~the~~ said at least one flat or cylindrically curved surface of the unmagnetized body of permanent-magnetic material of step a); and

c) permanently magnetizing the ~~engraved~~ unmagnetized body of permanent-magnetic material of step b) in a direction substantially perpendicular to the ~~indicia-carrying~~ at least one flat or cylindrically curved surface.

55. (currently amended) ~~[[A]]~~ The method for producing ~~[[a]]~~ the device according to claim 54, wherein the said body of permanent-magnetic material is a polymer-bonded composite, which comprises a macromolecular polymer and a permanent-magnetic powder, wherein the ~~magnetic~~ permanent-magnetic powder is selected from the group of magnetic materials consisting of cobalt, iron, and their alloys, chromium dioxide, magnetic oxide spinels, magnetic garnets, magnetic ferrites including magnetic hexaferrites, alnico alloys, samarium-cobalt alloys, and rare-earth-iron-boron alloys.

56. (currently amended) ~~[[A]]~~ The method for producing ~~[[a]]~~ the device according to claim 55, wherein said engraving of the predeterminable indicia is performed by a tool selected from the group consisting of mechanical ablation tools, gaseous-jet ablation tools, liquid-jet ablation tools, and laser ablation tools.

57. (currently amended) A method for producing ~~[[a]]~~ the device according to claim 22, comprising the steps of:

a) providing a device comprising a permanently magnetized body of permanent-magnetic material, the permanently magnetized body of permanent-magnetic material having at least one flat or cylindrically curved surface, and being magnetized in a direction substantially perpendicular to ~~the~~ said at least one flat or cylindrically curved surface; and

b) engraving predeterminable indicia into ~~the~~ said at least one flat or cylindrically curved surface of the permanently magnetized body of permanent-magnetic material of step a).

58. (currently amended) ~~[[A]]~~ The method for producing ~~[[a]]~~ the device according to claim 57, wherein ~~the~~ said body of permanent-magnetic material is a polymer-bonded composite, which comprises a macromolecular polymer and a permanent-magnetic powder, wherein the ~~magnetic~~ permanent-magnetic powder is selected from the group of magnetic materials consisting of cobalt, iron, and their alloys, chromium dioxide, magnetic oxide spinels, magnetic garnets, magnetic ferrites including magnetic hexaferrites, alnico alloys, samarium-cobalt alloys, and rare-earth-iron-boron alloys.

59. (currently amended) ~~[[A]]~~ The method for producing ~~[[a]]~~ the device according to claim 58, wherein said engraving of the predeterminable indicia is performed by a tool selected from the group consisting of mechanical ablation tools, gaseous-jet ablation tools, liquid-jet ablation tools, and laser ablation tools.